

See Other Advertisements

—Tomorrow morning we launch a wonderful sale of Sewing Machines, and a very important clearance of Shoes. Full particulars will be found on pages 2 and 4

Bath and Lounging Robes

—A number of high grade Robes remaining since the holidays, all shown in desirable patterns, with large girdle. \$5.00 worth to \$8.98, will go at

The COHEN Co.

SERVICE FIRST—SATISFACTION ALWAYS INC.

Men's \$5 Wool Sweaters

—Good Sweaters, in the Norfolk style, with roll collar, and shown with a belt, gray only, and certainly good enough to ask for very early Monday \$2.98 at

Get a \$1.50 Corset at 98c

—That no woman may be disappointed, we include American Lady and H. & G. Corsets in fine quality corset with six supporters—medium and high 98c

City's Greatest January Clearance of Women's Wear

HERE are Cohen's final and most drastic mark-down prices on Women's Coats, Suits and Dresses—January savings that herald the most sensational values ever advertised—reductions on our part that spell an instant and enthusiastic response from thousands of women who have waited for this sale.

THE very cream of all lines is included in the following lots and no garments will be reserved, laid aside or withheld from the sale. We have planned for the biggest January Clearance of Women's Wear ever attempted in the history of this business. An early response on your part is most essential.



NO long descriptions are necessary. The new prices speak more fluently than many words. Rest assured that here is the most compelling money-saving carnival ever conceived, embracing Coats, Suits and Dresses that could not be purchased wholesale to-day at our prices. Come! Come very early!

All Furs at Mammoth Reductions

You Now Save $\frac{1}{4}$, $\frac{1}{3}$ to $\frac{1}{2}$ the Former Prices

These mark-downs apply to our very newest Sets, Scarfs and Separate Pieces.

A LOT of odds and ends of Furs, including Sets, Separate Scarfs and Muffs, worth as much as \$10.00, will be on a special table at, \$2.98 choice, for

A SECOND showing of Furs, including Scarfs and Muffs, in a great variety of skins, originally worth to \$18.50, must find new owners Monday at \$5.98

A NOTHER assortment of Furs, including Sets and many odd pieces in a wide range of practical styles, worth up to \$22.50, will be closed out at \$9.95



How You Will Save on a Coat

—In this instance it is almost impossible to provide individual descriptions of the garments, and so at best all we can mention are the materials, taken collectively—Novelty Mixtures, Pebble Cloths, Broadcloth and Imported Fabrics; plain tailored and handsomely trimmed with Furs, Novelties and touches of Plush and Velvet. The very latest flaring effects. All sizes and every new shade. The January Mark-Down Sale includes these reductions:

Coats Worth to \$20.00 for \$10.00
Coats Worth to \$32.50 for \$14.50
Coats Worth to \$42.50 for \$17.50

How You Will Save on a Suit

—The three lots of Suits enumerated below comprise the most favored garments shown this season—Suits made to our individual order—Suits that have had the approval of the city's best dressed women all season. Each group is remarkable by reason of unlimited variety. Not an undesirable Suit in the entire showing, and all colors are apparent in the materials—Poplin, Gabardine, Velvet, Velour and Broadcloth. Note these in particular:

Suits Worth to \$18.50 for \$13.50
Suits Worth to \$35.00 for \$17.50
Suits Worth to \$44.50 for \$25.00

How You Will Save on a Dress

—The first lot gives special mention to Dresses made of Silk, Velvets and Serge, many of which, with a little altering, will be right in line to claim distinction with Dresses costing three times as much. At the second price you will be charmed with Dresses of Silk, Serge and Fur-Trimmed models for evening wear. The third group embraces Dresses for street wear in almost unlimited variety and all colors. These savings demand quick action.

Dresses Worth to \$12.50 for \$ 5.00
Dresses Worth to \$22.50 for \$10.00
Dresses Worth to \$35.00 for \$19.50



January Savings Very Timely Evening Frocks

For Grand Opera

—The appearance of the Boston Grand Opera Company in Richmond next Wednesday naturally demands new Evening Dresses and, therefore, these in flowered Silks, Plain Satin, Taffeta and Tulle, come very timely in the January Sale—every one new—at prices ranging from

\$14.50 to \$75.00

Complete lines of Hose, Lingerie, Toilet Needs, Corsets, Shoes and Evening Slippers, Jewelry, Accessories and Personal Adornments.

Quality Sweaters

—The first lot of Sweaters that should have your early attention features the plain coat effect and others with a convertible collar and patch pockets. Angora and fancy weaves, in all colors and the most wanted combinations, extra special at \$3.98

High-Grade Sweaters

In straight and belted models, made of selected worsted, trimmed with buttons of self color and presented with the newest pockets, are extraordinary at \$4.95

Other Sweaters

In all styles and colors—women's and misses' sizes, from \$1.75 to \$39.50

All Our Better Waists Are Reduced $\frac{1}{4}$ to $\frac{1}{3}$

—This means a wonderful saving for you and makes possible the obtaining of the most chic styles to wear with the Suit you will also obtain during this sale. Special attention is called to the Georgette Waists, in all suit shades, beaded and embroidered; worth from \$5.75 to \$10.98, to be sold at

\$3.98 to \$7.95

Waists Worth to \$4.95

—Heavy grade Habutai, fine Crepe de Chine, Taffeta and Georgette models, in tailored and fancy effects, are presented in solid tones and white, at choice for \$2.98

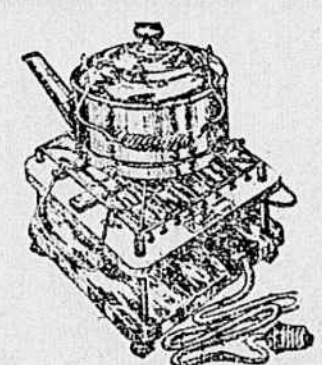
Waists Worth to \$5.75

Special mention is accorded the extra heavy Crepe de Chine models, in White, Flesh and Colors, trimmed with lace, tucks and pearl buttons—many styles \$3.98



The Red Top Electric Stove

—Every home provided with electric current should have a Red Top Electric Stove. Handy at any time, but specially convenient when you are in a hurry. Do not think this Stove is adapted only to light work, for it will Cook, Broil and Toast. Fully guaranteed and just as illustrated, for \$1.98



Tungsten Electric Lamps

—New shipment of these lamps, 25c

Large Size Wash Boilers

—Made of extra heavy galvanized iron, very special \$1.39

Special Washstand

—Each stand complete with White Enamel Bowl, Pitcher and Soap Dish, \$1.69

Waffle Irons

—These are provided with a high frame for gas or oil stoves. Special at \$1.25

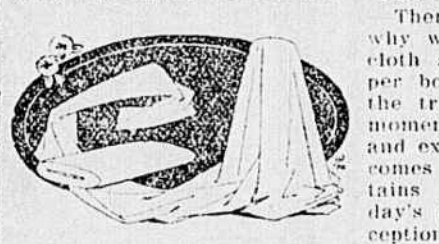
Water Tumblers

—Shown in thin blown glass, with a beautiful Blue Bird design, per dozen \$1.20

Glass Shelves

—These plate glass Bath Room Shelves come with nickel plated brackets, at 29c

12-Yard Piece Longcloth, \$1.89



There is really little reason why we should offer this Longcloth at a cent less than \$2.15 per bolt, and you will bear out the truth of this statement the moment you note its soft finish and excellent weight. Each piece comes 36 inches wide, and contains 12 full yards. Monday's price is most exceptional at \$1.89

Baby Skirting Flannel

—Not more than one case of this fine wool 27-inch Flannel will be sold at the price advertised to-day. It is non-shrinkable and comes in a rich ivory tint, easily worth 29c a yard, instead of 29c

12½c Dress Gingham, Monday, 10c

—Your saving is no more important than the wide range of patterns to draw upon, including the newest Checks, Plaids and Stripes, all of which are absolutely fast color, most desirable for children's wear. Yard

36-Inch Likalinton

—The name betrays its appearance, denoting that it is specially intended for Children's Middy Blouses and Wash Suits. 36 inches wide, per yard 15c

Mercerized Luna Lawn

Only 10 pieces of the 40-inch width, with a sheer fine finish for waists and wash dresses, will be offered to-morrow—instead of 25c a yard, for 19c

Big Bargain Basement Values

Best Se Calico—Hundreds of women will be here bright and early to secure this at 4½c

9c Apron Gingham—The most favored checks in assortment styles will be offered Monday at 7½c

20c Middy Tulle—A heavy grade with extra fine tulle, shown in yard, wide, is offered at 15c

36-Inch Percales—These fine weaves in light and dark patterns will be in big demand at 11½c

12½c Bleached Cotton—We sold this fine grade cambric long cloth to 10c

10c Dress Gingham—Pretty Plaids and checks are shown in most unusual variety, yard 6½c

Bleached Pillow Cases—Usual 12½c values, 48x36 inches in size, very heavy grade, for 10c

85c Bleached Sheets—These come 85x90 inches in size, of heavy round thread making, each 69c

\$1.50 Crochet Spreads—Good large sizes, in best patterns, to-morrow at \$1.19

Large \$1.25 Comforts—The double bed size, shown in a splendid range of assorted patterns, at \$1.00

New Woolnapped Blankets—\$2.00 would be a standard price for these in White and Gray, Monday \$1.89

All-Wool Blankets—\$10.00 values, woven from selected California Wool, Choice, per pair \$7.50

English Longcloth—The standard fine quality, with a desirable soft finish, yard wide 10c

15c Curtain Voiles—Secure the desired width, in white and cream, at Monday's price of only 9½c

12½c Pajama Checks—A very superior quality even at 12½c a yard, but now marked 10c

19c Madras Waistings—Both striped and figured patterns will be on sale to-morrow at, yard 12½c

Women's 75c Waists—White and colored Waists, in assorted sizes are grouped in one lot at 39c

Children's Underwear—The Vest and Undershirt that are slightly imperfect, will be sold for only 10c

75c Middy Blouses—The quality will used in these could not be duplicated to-day, Monday 49c

Women's 75c Corsets—Popular models in assorted sizes, representing desirable styles, Monday 50c

35c Muslin Skirts—Big bargains before they were reduced. Made of good long-cloth, now 19c

Boys' Wool Suits—Eccentric Suits, exceptionally well made, \$5.00 and \$10.00 values, marked \$3.98

Boys' \$5.00 Suits—The newest Norfolk styles, very durable for school wear, marked \$3.98

Boys' 50c Hats—Miscellaneous lots will be grouped on a bargain table at 29c

Special Lots of Underwear

Certain lines of Muslin Underwear that stock taking brings to light in lots that are either too large or not large enough to carry over will be offered to-morrow at very special prices, including:

EXTRA-SIZE GOWNS, made of fine nainsook—slip-over style with neck and sleeves edged with good embroidery, for 75c

EXTRA-SIZE PETTICOATS, finished with hemstitched tucked ruffles and a cambric underlay, very special at 59c

CAMBRIC GOWNS, in the high neck style with long sleeves, presented with embroidery trimmed with eyelets, for 59c

Dainty \$1.25 Flesh Color Lingerie Gowns—These very effective garments are certain to find eager buyers Monday. All come in the empire style, with shirring, and a number are embroidered in blue. Take your choice 98c

SLIP-OVER GOWNS of flowered lingerie, shown with a shirred empire yoke, nicely finished with a picot edge, special \$1.50

NAINSOOK PETTICOATS with elegant flounces of assorted embroideries will be included with other Monday values, special at 50c

Special Sale of Dress Goods

A lot of 45- to 64-inch Goods, consisting only of new fabrics that represent this season's highest class weaves, in the best colors and patterns, but in a broken calendar of shades, are to be disposed of at, per yard \$1.20

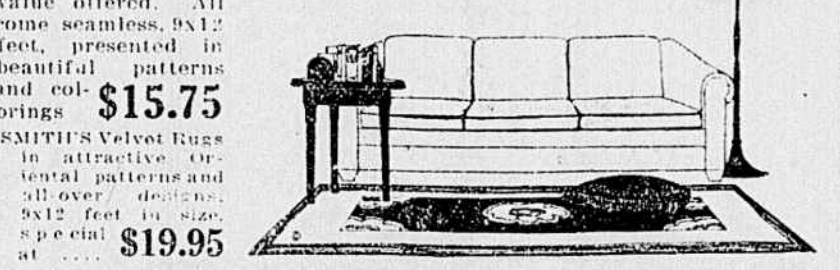
CREPE METEORS, in the 40-inch width, shown in most favored colors and of exceptionally heavy weight will also be among to-morrow's special values at \$1.64

36-INCH SATINS that distinguish themselves by reason of a representative range of evening shades—splendid for foundations and undergowns of net or chiffon \$1.25

42-INCH SERGES, for one-piece and tailored dresses, in a weight that insures satisfactory wear, are featured as special values, per yard 98c

Wool Tapestry Brussels Rugs

—Try to duplicate these Rugs elsewhere at any amount near our price if you would most fully appreciate the value offered. All



some seamless, 9x12 feet, presented in beautiful patterns and color \$15.75

SMITH'S Velvet Rugs in attractive Oriental patterns and all-over designs, 9x12 feet in size, special \$19.95

NEW CURTAINS, including Serims and Marquisettes, with a plain hemstitched edge and wide lace insertion and cluny lace edge, 2½ yards long, per pair \$1.98

MONDAY we shall feature Marquisettes and Serims in the 40-inch width, all plain hemstitched with wide open lace borders, shown in white and ivory. Yard 25c

Silk Vests

(Reduced)

—The quality of these Vests and the fact that prices are constantly rising are factors that will suggest the advisability of buying for the future. All come with high necks and long sleeves, with hand chochet finish. Winter weight.

\$1.25 Vests at 75c
\$2.00 Vests at \$1.00
\$3.50 Vests at \$1.50